EFFA User Guide

September 2016

EFFA Overview

EFFA stands for Early Field Failure Analysis and is the main way that Apple can gather feedback from the field during the initial stages after the launch of a new product. EFFA is a critical phase in constantly improving the customer experience.

The EFFA phase of new product introductions usually consists of the first two weeks after the product is introduced in the stores. Engineers around the world want to know why a customer was unsatisfied with the product we produced. During this time, our technicians are our front line to understand initial trends on those new products and emerging field issues. All the feedback gathered from the field is provided to all launch teams—this in turn improves the launch process and future products.

An EFFA product request comes in the form of a capture request from Engineering asking that an EFFA eligible product be sent to them for analysis. Capture requests will appear in EasyPay or MobileGenius when appropriate.

A couple things to keep in mind:

- EFFA requests for product captures are automatically triggered in EasyPay and MobileGenius.
- EFFA product captures occur when a product is returned, exchanged, or replaced.

EFFA demonstrates integrity: Finished Goods EFFA

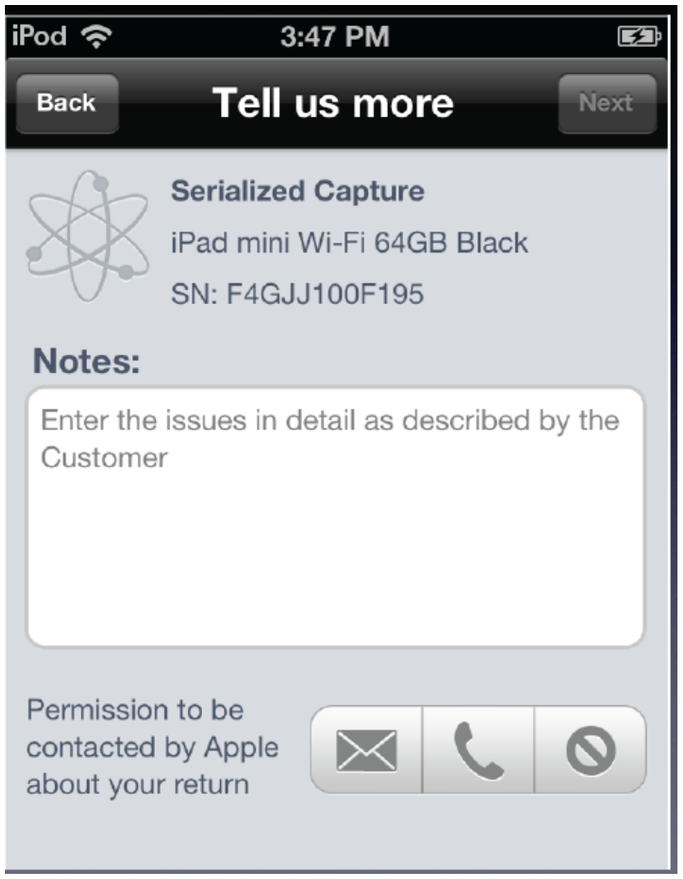
Product Zone: When processing a Sales Return, EasyPay prompts for an EFFA capture opportunity. If the customer agrees to the capture, you will be asked to provide additional information before continuing to process payment and printing out the label. A Service (Non-Repair)-EFFA will be automatically created. At the end of the transaction, you will be prompted to select a label printer. Print the Genius Room label and adhere it to the box before bringing the product to the Genius Room.

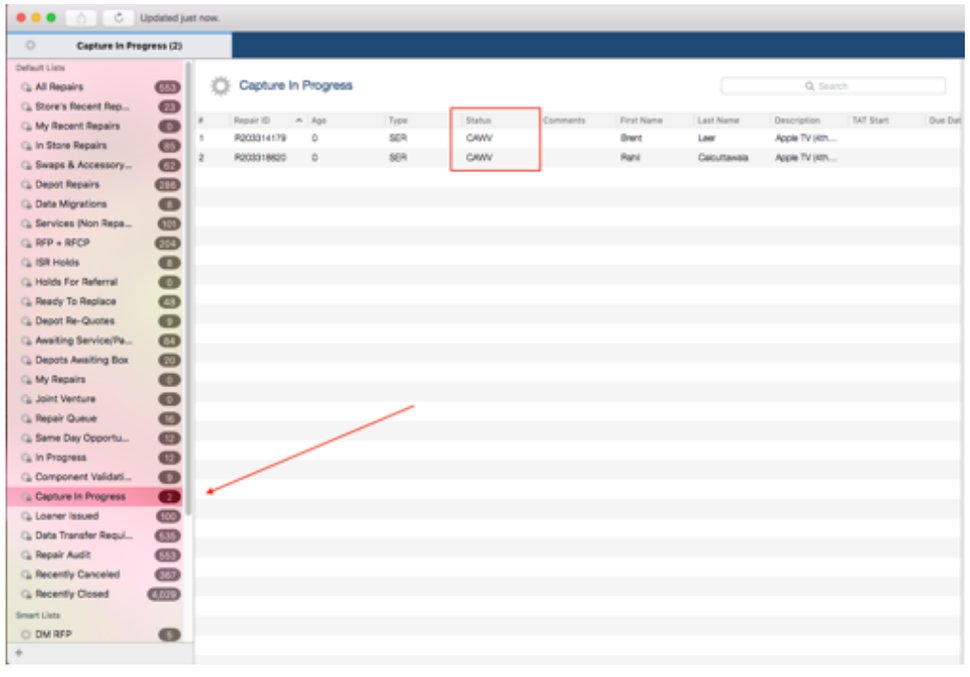
Genius Room: Review the details of the repair and confirm the product meets the EFFA requirements. Change the status of the Service (Non Repair) to 'Capture Verified', and print the EFFA Processing Label from the Action menu. Cover the Genius Room label with the EFFA Processing Label.
NOTE: Ensure you update the status of the repair ("Captured Verified," "Capture Shipped," etc., as this is used to track the capture).

Backstage: Ship EFFA products overnight and to the right location. For Finished Goods EFFA returns, a Backstage "manual EFFA" request should be created to account for the product. Choose the appropriate product type under "New Request" and add the capture part number to the request/scan or type in the repair ID from the label of the captured unit. Once the request is submitted, an RMA number will be provided. Write this RMA number legibly on the EFFA label. Checking the status in Repair Central is helpful to ensure no captures have been canceled before shipment.
Finished Goods Customer Returns go to either:

- Elk Grove, CA for iPad, iPod, iPhone, and related accessories
- Sunnyvale, CA (Almanor Lab) for CPUs, displays, Beats, Apple Watch

EasyPay and MobileGenius will always know the latest requests for EFFA opportunities.Provide the shipment tracking number to the Genius Admin so the Service (Non Repair) can be updated and marked "Capture Shipped."





Additional Resources

- Retail Inventory Processes (bohprocesses.apple.com)
- Genius Room Online (gro.apple.com)
- RS91 - (U.S. only) Retail SOP: EFFA Processing Instructions for MobileGenius
- RS65 - Retail SOP: Processing Captures in MobileGenius

EFFA demonstrates integrity: Service Goods EFFA

Genius Bar: When creating a repair for new products, MobileGenius prompts for an EFFA capture opportunity. Select Yes and choose the capture that matches the product's issue. Upon saving the repair, a Service (Non Repair)-EFFA will be automatically created. Once the transaction is completed with the customer, the iPhone is moved into the RTW (Return to Warehouse) inventory bucket.

Genius Room: Review the details of the repair and confirm the product meets the EFFA requirements. Engineers watch open repairs for these opportunities, too. Once shipped, Genius Admins should work with the Operations team to enter the tracking numbers into MobileGenius and update the status so the EFFA shipment can be tracked.

Backstage: Ship EFFA products overnight and to the right location. When completing your RTW returns, all of the RTW parts are submitted during the standard RTW process, but the EFFA service parts are posted into a separate request and is sent via express shipping to the address on file. KBB Service-RTW requires the EFFA product placed into a separate tote.

NOTE: If the capture request for your service part specifically notes a different address than your normal warehouse address (Elk Grove or Carlisle) request a Backstage EFFA request under "Service Parts." Add the requested parts and add a note explaining the special engineering request and note the different shipping address.

NOTE: If the unit has accidental damage, the price of repair should not be overridden.

EasyPay and MobileGenius will always know the latest requests for EFFA opportunities.

Additional Resources

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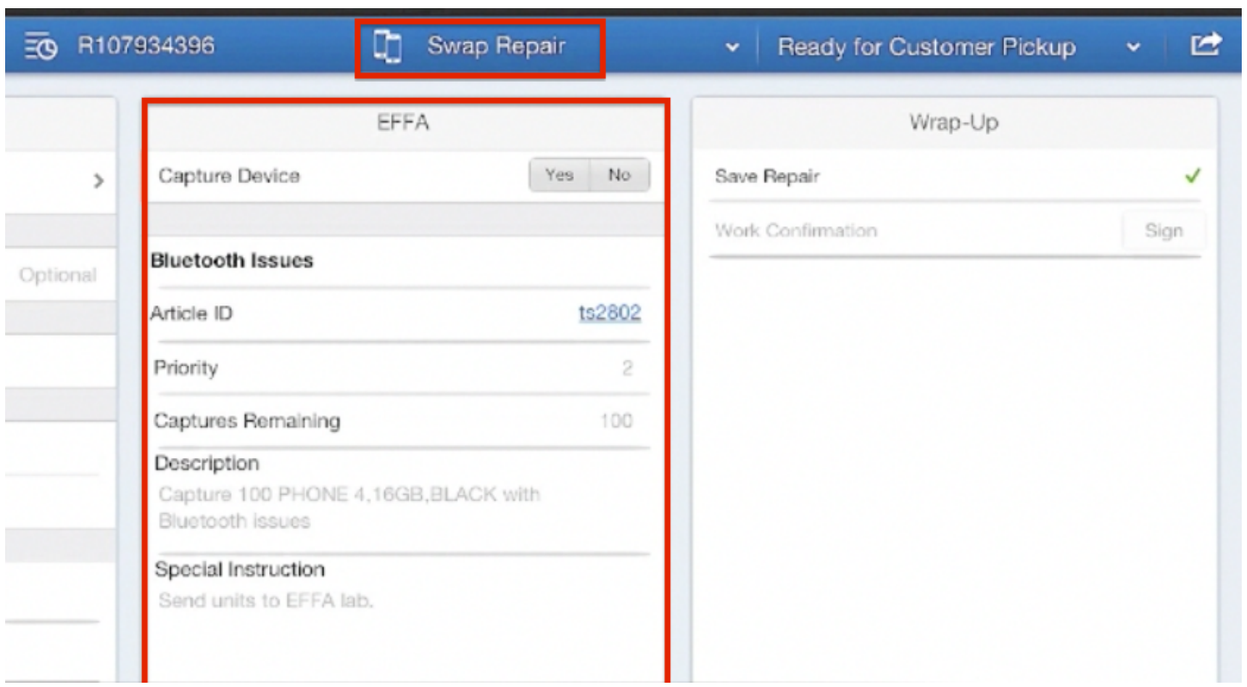
FAQ

Q: What if the system isn't prompting for a capture?
A: If you know your store is within the EFFA period for a new product and you are not being prompted for capture, chat with ACS.

Q: Why is it so important for me to update the status of my capture?
A: During EFFA periods, the status of your repair is what a lot of our Engineering team tracks and bases their reporting on so they know how many units to expect for analysis. This helps those teams staff appropriately, so changing your status is critical to making sure we're ready to receive your devices.

Q: What if I have general feedback, questions, or concerns about EFFA captures or processing captures in general?
A: Send an email to askretailservice@apple.com with all relevant details.



***These instructions are applicable to all accessory captures when requested.**

Watch EFFA captures

When a like-for-like Finished Goods Apple Watch is available for Finished Goods exchange:

- Review the details of the repair and confirm the product meets the EFFA requirements.
- Create a return and exchange the product for a Finished Good Apple Watch.
- Ensure the returned watch is captured according to the instructions on page 3.

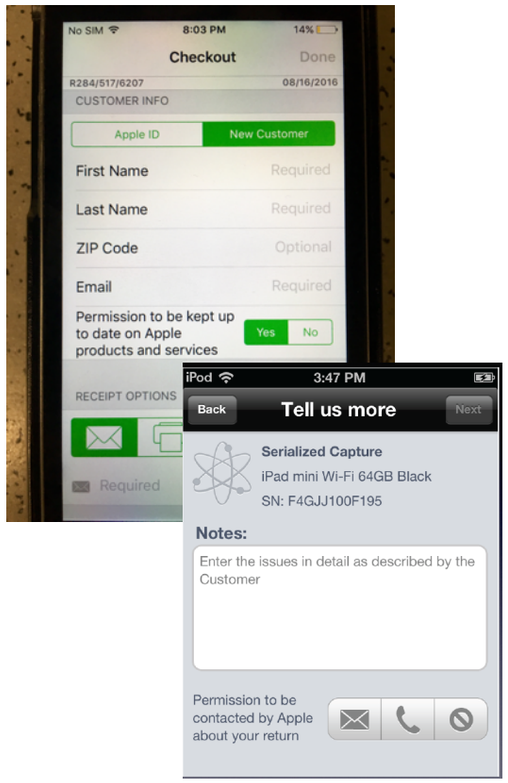
When a like-for-like Apple Watch is NOT available for Finished Goods exchange or there is no inventory available:

There are a few options for this situation:

- The customer can wait for a finished good replacement to arrive at the store.
- You may set up a repair for the watch. The repair facility will trigger a replacement to be sent to your store for the customer. The repair center will capture the customer's original watch.
- The customer can contact the Apple Online Store for a return RMA.

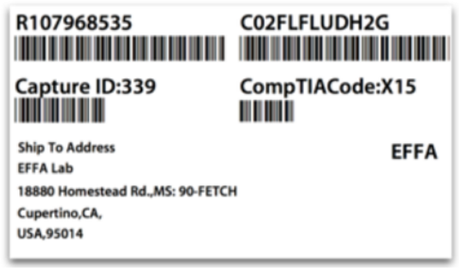
EFFA Flow Highlights

Product Zone



Confirm EFFA request for the unit. Work with the customer to see if they approve capture. Check in the unit for capture.

Genius Room



Note: The “Genius Room” label indicates that the device still needs to be checked into he Genius Room for processing. The “EFFA Shipping Label” indicates that the EFFA unit is ready for shipment.

Backstage

Pack the unit safely and ensure proper labels are adhered to the package. Ensure the unit is shipped overnight.